

FORWARD NEW RICHMOND
September 19, 2018
Meeting Minutes

The meeting was called to order at 12:05 p.m.

Roll call was taken.

Members Present: Summer Seidenkranz, Heather McAbee, Mike Montello, Cathy Longtin, Karl Skoglund, Tom Mews, Susan Lockwood

Members Absent: Paul Mayer, Rob Kreibich

Others Present: Beth Thompson, Mike Darrow, Bill Rubin, Jim Zajkowski, Lori Brinkman

Mike Montello moved to adopt the agenda as presented, seconded by Heather McAbee, and carried.

Tom Mews moved to adopt the minutes from the previous meeting dated August 15, 2018, seconded by Karl Skoglund, and carried.

FAM (Familiarity) Tour

Beth outlined the FAM Tour and sent a sign-up sheet around for volunteers to attend events October 3 – 5. If necessary, Staff can ask City Council members to attend some of the events as well. Beth or Lori will send out an e-mail reminding members what they signed up for along with times and locations.

Update on City Regulations/Fees

REGULATIONS: Beth highlighted regulations that have been recently updated: Comp Plan in 2018; Zoning/Subdivision Ordinances in 2015 (review and update in 2019 of those ordinances due to Comp Plan update); and all City Ordinances are currently being reviewed and updated and should be completed by the end of 2019.

FEES:

Impact Fees: Beth outlined Impact Fees from 2015 to present. They will remain the same in 2019 and a study will be completed to assess these charges. Karl mentioned it would be good to clarify how these numbers can change based on the type of business (industry vs. hotel for example) due to fire suppression and plumbing regulations.

Other Development-Related Fees: Other fees that businesses incur include application fees, escrow fees (which cover attorney, planner, and other “outside” expenses), building permit fees, electrical hookups, landscape fees. The FNR committee would like to see a general list of development-related fees, even if dollar amounts can’t be included due to the fact that they vary so much. It would be helpful for businesses to see a listing of what they’ll be responsible for so there aren’t any surprises. Mike Montello wondered if we could put a link on the City’s website for potential businesses to submit an online form so a fee schedule or other information could be e-mailed to them.

Marketing and Economic Gardening

Beth explained that in 2013 and 2014, she and Mike Darrow visited all local business owners to begin a dialog about how things are going for them in the City of New Richmond and find out what the City could improve upon. Likewise, in 2016, Beth and various members of the EDC met with about 30 local business owners and brought feedback back to the rest of the EDC. Beth asked the FNR committee if they want to focus on Economic Gardening and the consensus was yes. They would like to take it a step

further than in the past: after gathering information from local businesses, they would bring the information to the FNR group and then to the City Council. The City Council can prioritize which issues to focus on. The idea is for City staff and possibly an FNR member to visit businesses each month and ask some pre-determined questions. The FNR members should e-mail possible questions to Lori and she will compile a list.

Summer and Beth have both attended RECON in Las Vegas in the past and have found it very helpful. Specifically, Aldi and Best Western both began looking at New Richmond because of introductions and meetings that took place at RECON. Budget considerations should be made for Beth and a member of FNR to attend the next RECON (Spring 2019).

Momentum West

Mike Darrow explained that he and Summer met with Derek from Livability. Momentum West is looking to publish a magazine starting next May for the West Central Wisconsin area. Mike passed around similar publications.

Economic Development Strategies for FNR - 2019

Summer separated the strategies for FNR for 2019 into two groups:

1 – Economic Development

Economic gardening, promoting new businesses, land availability, vital downtown development

2 – Livability

Workforce housing, community amenities (parks, trails, retail), transportation, infrastructure

FNR needs to decide which items to talk about first. Members should prioritize and strategize before the October meeting. Possibly tackle one or two items per meeting.

Tom mentioned the community's and school's desire to work together to plan a future hockey arena and football stadium. Tom asked if FNR should be involved in discussions with members from the school, hockey association, Centre, etc.? Mike Darrow suggested designating two people from each of the groups to meet within the next two weeks to gather information.

Closed Session: Karl Skoglund moved to go into Closed Session per State Statute 19.85 (1)(e) to discuss TID #5 and TID #6, seconded by Heather McAbee, and carried.

Open Session: Karl Skoglund moved to proceed as discussed and agreed upon in closed session for TID #6, seconded by Heather McAbee, and carried.

Communications/Miscellaneous

- none

Mike Montello moved to adjourn the meeting, seconded by Karl Skoglund, and carried.

Meeting adjourned at 1:39 p.m.